

Waterfront Strategies
1010 Wisconsin Ave, NW
Suite 800
Washington DC 20007

House Majority Pac/ Issue
Submission Number 245 Issue 3



WNCN-TV
1205 Front St.
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Original

Client:	House Majority Pac/ Issue	Submission Cost:	12525	Campaign Ref:	E:120719005
Buyer:	..	Client/Product/Estimate:	79 /86 /1423	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/30/12	Weeks:	3	Order Ref:	06242018
Est./PO Number:	06242018	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	House Majority Pac	Booking Group:	WNCN	Key Market:	Raleigh-Durham, NC
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	09/24	Total	Cost
1	M-F 1p Days Of Our Lives .TWTF.. Isolations: W/C 09/24 M.....	03	230	30 Comme		1		1	230
2	M-F 10a Today Show III .TWTF.. Isolations: W/C 09/24 M.....	03	200	30 Comme		1		1	200
3	M-F 11a My Carolina Today M..... Isolations: W/C 09/10 .TWTF..	03	65	30 Comme			1	1	65
4	M-F 1135p ET / 1035p CT Tonight Show .TWTF.. Isolations: W/C 09/24 M.....	03	175	30 Comme		2		2	350
5	M-F 3p Judge Judy M..... Isolations: W/C 09/10 .TWTF..	04	150	30 Comme			1	1	150
6	M-F 330p Judge Judy .TWTF.. Isolations: W/C 09/24 M.....	04	150	30 Comme		1		1	150
7	M-F 4p Ellen .TWTF.. Isolations: W/C 09/24 M.....	03	210	30 Comme		2		2	420
8	M-F 5p Judge Judy M..... Isolations: W/C 09/10 .TWTF..	03	210	30 Comme			1	1	210
Weekly Totals: Total Spots(Ord Spots)					1	36	5	41	
Closed PR					1	1		2	

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Original

Client: House Majority Pac/ Issue	Submission Cost: 12525	Campaign Ref: E:120719005
Buyer: ..	Client/Product/Estimate: 79 /86 /1423	Sales Rep: HRP Washington, DC
Schedule Dates: 09/10/12 to 09/30/12	Weeks: 3	Order Ref: 06242018
Est./PO Number: 06242018	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	09/24	Total	Cost
9	M-F 530a News .TWTF.. Isolations: W/C 09/24 M.....	04	100	30 Comme		4		4	400
10	M-F 530p Judge Judy M..... Isolations: W/C 09/10 .TWTF..	03	210	30 Comme			1	1	210
11	M-F 6p News .TWTF.. Isolations: W/C 09/24 M.....	03	400	30 Comme		4		4	1600
12	M-F 6a News .TWTF.. Isolations: W/C 09/24 M.....	04	225	30 Comme		4		4	900
13	M-F 7p News .TWTF.. Isolations: W/C 09/24 M.....	04	250	30 Comme		4		4	1000
14	M-F 9a Today Show II M..... Isolations: W/C 09/10 .TWTF..	02	350	30 Comme			1	1	350
15	M-Su 11p News .TWTF.. Isolations: W/C 09/24 M.....	04	550	30 Comme		4		4	2200
16	Sat 6p NewsS.	02	275	30 Comme		1		1	275
17	Sat 7p NewsS.	01	175	30 Comme		1		1	175
18	Sat 7a Today ShowS.	02	250	30 Comme		1		1	250
19	Sun 6p News	02	350	30 Comme		1		1	350

Weekly Totals: Total Spots(Ord Spots)									
Closed PR	1	1	5	41					

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Original

Client:	House Majority Pac/ Issue	Submission Cost:	12525	Campaign Ref:	E:120719005
Buyer:	..	Client/Product/Estimate:	79 /86 /1423	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/30/12	Weeks:	3	Order Ref:	06242018
Est./PO Number:	06242018	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	09/24	Total	Cost
20	Sun 8a Today ShowS	02	250	30 Comme		1		1	250
21	Sun 9a Today's HomeownerS	03	70	30 Comme		1		1	70
23	Sun 930a Open HouseS	03		30 Comme					
24	Tue 10p ET / 9p CT Parenthood .T.....	02	2500	30 Comme		1		1	2500
26	Sun 930a Bob Vila MTWTFSS Isolations: W/C 09/10S, W/C 09/17S	03	70	30 Comme		1		1	70
27	M-F 3p Judge Judy .TWTF..	04	150	30 Comme		1		1	150
Weekly Totals:						36	5	41	
Total Spots(Ord Spots)					1	1		2	
Closed PR									

Pre-emption Summary					
Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value
23	Sun 930a Open House	:30 Commercial	09/10/12	Closed Pre Emption	70.00
			09/17/12	Closed Pre Emption	70.00

Grand Totals

		Month 9 Weeks: 5		
Totals		09/10	09/17	09/24
Spots	41		36	5
Cost	12525	0	11540	985

Grand Totals:

Spots:	41
Gross Total:	12,525.00
Commission:	1,878.75
Net Total:	10,646.25

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM STATION AUG29/12 09.18
 *** WNCN-TV ***
 REP HEADLINE# 6242018 TRF# E:120719
 \$\$\$ MOD# 0 : APPROVED REV #2 \$\$\$

ADV #	ADV. NAME	ISS/HOUSE MAJORITY PAC	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	WATERFRONT STRATEGIES	BUYER NAME	RYAN KELLEY	
		3050 K ST NW,	SALES PRSN	WA- MICK NESCI (H)	
		WASHINGTON, DC 20007			
ORDER #	CONTRACT #	6242018	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	HOUSE MAJORITY PAC	EST#1423	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	SEP11/12	SEP24/12	WK-2		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG29/12	09.18

REP: REVISION
 SPOT CANCELED ON LN 1
 SPOT ADDED TO LN 5
 NEW TTL \$15,525
 PLEASE CONFIRM
 THANKS! BRIAN FOR MICK

STA: PLS SEE M2 FOR NEW PROGRAM CHG
 PLS ADVISE ASAP
 M1 UNRESOLVED
 THX, CHERYL 8/16

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

HOUSE MAJORITY PAC
 NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION
 STATION MAKEGOOD OFFERS:
 M2 UNRESL BUY#23 MISSED: SUN/930A-1000A SEP23 30S \$70.00 (AUG29/12)
 OFFER: SUN/930A-1000A SEP23 30S \$70.00 PLS ADVISE.
 CMT: PROGRAM CHG: SUN 930AM BOB VILA
 CMT: PLS ADVISE

CONTRACT TOTAL 12525.00
 TOTAL SPOTS 41

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG28/12 18.17
 CHANGES ** WNCN-TV ***

REP HEADLINE# 6242018 TRF# E:120719
 \$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$
 ADV # ADV. NAME ISS/HOUSE MAJORITY PAC REP. # OFF. # SALESMAN #
 AGY # AGY. NAME WATERFRONT STRATEGIES BUYER NAME RYAN KELLEY
 3050 K ST NW, SALES PRSN WA- MICK NESCI (H)
 WASHINGTON, DC 20007
 ORDER # CONTRACT # 6242018 CLASS: NATL. LOCAL REGIONAL
 PRDCT HOUSE MAJORITY PAC EST#1423 COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES SEP11/12 SEP24/12 WK-2
 CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG28/12 18.17

REP: REVISION
 SPOT CANCELED ON LN 1
 SPOT ADDED TO LN 5
 NEW TTL \$15,525
 PLEASE CONFIRM
 THANKS! BRIAN FOR MICK
 STA: PLS SEE M2 FOR NEW PROGRAM CHG
 PLS ADVISE ASAP
 M1 UNRESOLVED
 THX, CHERYL 8/16
 CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 HOUSE MAJORITY PAC

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1	S		100P-200P	30		\$230.00	9/11	9/17	0		TU-F,M	0
1	S		100P-200P	30		\$230.00	9/18	9/24	1		TU-F,M	1

AGENCY ADVERTISER CODE = 79 AGENCY EST# = 1423
 AGENCY PRODUCT CODE = 86
 PROGRAM : DAYS OF OUR LIVES
 CON COM1: DAYS OF OUR LIVES

REP HEADLINE# 6242018 TRF# E:120719 REP: TEL# 703-516-9399 FAX# 703-516-9680
 \$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$ ORDER WORKSHEET AGENCY CREDIT RISK !!! AUG28/12 18.17
 HARRIS REPORT FROM REP *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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5	S		300P-330P	30		\$150.00	9/11	9/17	0		TU-F,M	0
5	S		300P-330P	30		\$150.00	9/18	9/24	2		TU-F,M	2

PROGRAM : JUDGE JUDY
 CON COM1: JUDGE JUDY
 STATION MAKEGOOD OFFERS:
 M1 UNRESL BUY#25 MISSED:WED/900P-1000P SEP12 30S \$4,100.00 (JUL19/12)
 OFFER:WED/900P-1000P SEP12 30S \$4,100.00 PLS ADVISE.
 CMT:PROGRAM CHG 9/12: 9-10PM AMERICA'S GOT TALENT
 CMT:PLS ADVISE

M2 UNRESL BUY#23 MISSED:SUN/930A-1000A SEP16 SEP23 30S \$70.00 (AUG16/12)
 OFFER:SUN/930A-1000A SEP16 SEP23 30S \$70.00 PLS ADVISE.
 CMT:PROGRAM CHG: SUN 930AM BOB VILLA
 CMT:PLS ADVISE

SEP/12 12525.00 CONTRACT TOTAL 12525.00
 TOTAL SPOTS 41

MARKET TOTALS \$306,550 WNCN 10% WRAL 40% WTVI 40% WRAZ 8% WRDC 1% WLFL 1% CABL 0%
 SHARES ESTIMATED

SVC- NSI BOOKS- NOV/11
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG28/12 18.12
 CHANGES ** WNCN-TV ***

REP HEADLINE# 6242018 TRF# E:120719
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$
 ADV # ADV. NAME ISS/HOUSE MAJORITY PAC REP. # OFF. # SALESMAN #
 AGY # AGY. NAME WATERFRONT STRATEGIES BUYER NAME RYAN KELLEY

3050 K ST NW,
 WASHINGTON, DC 20007
 SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6242018 CLASS: NATL. LOCAL REGIONAL

PRDCT HOUSE MAJORITY PAC EST#1423 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP11/12 SEP24/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG28/12 18.12

REP: REVISION
 CANCELED ALL SPOTS THAT WERE SKED'D TO RUN 9/11-9/17 (LN'S
 1-20,22-23,25,)
 NEW TTL \$12,605
 PLEASE CONFIRM
 THANKS! BRIAN FOR MICK

STA: PLS SEE M2 FOR NEW PROGRAM CHG
 PLS ADVISE ASAP
 M1 UNRESOLVED
 THX, CHERYL 8/16

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 HOUSE MAJORITY PAC

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1	ES		100P-200P	30		\$230.00	9/11	9/17	0		TU-F,M	0
1	ES		100P-200P	30		\$230.00	9/18	9/24	2		TU-F,M	2

AGENCY ADVERTISER CODE = 79 AGENCY EST# = 1423
 AGENCY PRODUCT CODE = 86
 PROGRAM : DAYS OF OUR LIVES
 CON COM1 : DAYS OF OUR LIVES

703-516-9680
FROM REP AUG28/12 18.12Z
CHANGES *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2	ES		1000A-1100A	30		\$200.00	9/11	9/17	0		TU-F,M	0
2	ES		1000A-1100A	30		\$200.00	9/18	9/24	1		TU-F,M	1
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
3	ES		1100A-1130A	30		\$65.00	9/11	9/17	0		TU-F,M	0
3	ES		1100A-1130A	30		\$65.00	9/18	9/24	1		TU-F,M	1
PROGRAM : MY CAROLINA TODAY												
CON COM1: MY CAROLINA TODAY												
4	ES		1135P-1235A	30		\$175.00	9/11	9/17	0		TU-F,M	0
4	ES		1135P-1235A	30		\$175.00	9/18	9/24	2		TU-F,M	2
PROGRAM : TONIGHT SHOW												
CON COM1: TONIGHT SHOW												
5	ES		300P-330P	30		\$150.00	9/11	9/17	0		TU-F,M	0
5	ES		300P-330P	30		\$150.00	9/18	9/24	1		TU-F,M	1
PROGRAM : JUDGE JUDY												
CON COM1: JUDGE JUDY												
6	ES		330P-400P	30		\$150.00	9/11	9/17	0		TU-F,M	0
6	ES		330P-400P	30		\$150.00	9/18	9/24	1		TU-F,M	1
PROGRAM : JUDGE JUDY												
CON COM1: JUDGE JUDY												
7	ES		400P-500P	30		\$210.00	9/11	9/17	0		TU-F,M	0
7	ES		400P-500P	30		\$210.00	9/18	9/24	2		TU-F,M	2
PROGRAM : ELLEN												
CON COM1: ELLEN												

FROM REP AUG28/12 18.12Z
CHANGES *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
8	ES		500P-530P	30		\$210.00	9/11	9/17	0		TU-F,M	0
8	ES		500P-530P	30		\$210.00	9/18	9/24	1		TU-F,M	1
PROGRAM : JUDGE JUDY												
CON COM1: JUDGE JUDY												
9	ES		530A-600A	30		\$100.00	9/11	9/17	0		TU-F,M	0
9	ES		530A-600A	30		\$100.00	9/18	9/24	4		TU-F,M	4
PROGRAM : NBC 17 TODAY AT 530A												
CON COM1: NBC 17 TODAY AT 530A												
10	ES		530P-600P	30		\$210.00	9/11	9/17	0		TU-F,M	0
10	ES		530P-600P	30		\$210.00	9/18	9/24	1		TU-F,M	1
PROGRAM : JUDGE JUDY												
CON COM1: JUDGE JUDY												
11	S		600P-630P	30		\$400.00	9/11	9/17	0		TU-F,M	0
11	S		600P-630P	30		\$400.00	9/18	9/24	4		TU-F,M	4
PROGRAM : NBC 17 NEWS AT 6P												
CON COM1: NBC 17 NEWS AT 6P												
12	ES		600A-700A	30		\$225.00	9/11	9/17	0		TU-F,M	0
12	ES		600A-700A	30		\$225.00	9/18	9/24	4		TU-F,M	4
PROGRAM : NBC 17 TODAY AT 6A												
CON COM1: NBC 17 TODAY AT 6A												
13	ES		700P-730P	30		\$250.00	9/11	9/17	0		TU-F,M	0
13	ES		700P-730P	30		\$250.00	9/18	9/24	4		TU-F,M	4
PROGRAM : NBC 17 7P NEWS												
CON COM1: NBC 17 7P NEWS												

703-516-9680
1
FROM REP AUG28/12 18.12
CHANGES *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14	ES		900A-1000A	30		\$350.00	9/11	9/17	0		TU-F,M	0
14	ES		900A-1000A	30		\$350.00	9/18	9/24	1		TU-F,M	1
PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2												
15	ES		1100P-1135P	30		\$550.00	9/11	9/17	0		TU-SA,M	0
15	ES		1100P-1135P	30		\$550.00	9/18	9/24	4		TU-SA,M	4
PROGRAM : NBC 17 NEWS AT 11 CON COM1: NBC 17 NEWS AT 11												
16	S		800P-1000P	30		\$4,095.00	9/17	9/17	0		MON	0
PROGRAM : THE VOICE CON COM1: THE VOICE												
17	ES		600P-630P	30		\$275.00	9/15	9/15	0		SAT	0
17	ES		600P-630P	30		\$275.00	9/22	9/22	1		SAT	1
PROGRAM : NBC 17 NEWS AT 6PM CON COM1: NBC 17 NEWS AT 6PM												
18	ES		700P-730P	30		\$175.00	9/15	9/15	0		SAT	0
18	ES		700P-730P	30		\$175.00	9/22	9/22	1		SAT	1
PROGRAM : NBC 17 NEWS AT 7PM CON COM1: NBC 17 NEWS AT 7PM												
19	ES		700A-900A	30		\$250.00	9/15	9/15	0		SAT	0
19	ES		700A-900A	30		\$250.00	9/22	9/22	1		SAT	1
PROGRAM : TODAY CON COM1: TODAY												
20	ES		600P-630P	30		\$350.00	9/16	9/16	0		SUN	0
20	ES		600P-630P	30		\$350.00	9/23	9/23	1		SUN	1
PROGRAM : NBC 17 NEWS AT 6 CON COM1: NBC 17 NEWS AT 6												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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22	ES		900A-930A	30		\$70.00	9/16	9/16	0		SUN	0
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22	ES		900A-930A	30		\$70.00	9/23	9/23	1		SUN	1
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PROGRAM : TODAY'S HOMEOWNER												
CON COM1: TODAY'S HOMEOWNER												

23	ES		930A-1000A	30		\$70.00	9/16	9/16	0		SUN	0
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23	ES		930A-1000A	30		\$70.00	9/23	9/23	1		SUN	1
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PROGRAM : OPEN HOUSE												
CON COM1: OPEN HOUSE												

25	S		900P-1000P	30		\$4,100.00	9/12	9/12	0		WED	0
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PROGRAM : SVU												
CON COM1: SVU												

STATION MAKEGOOD OFFERS:												
M1	UNRESL	BUY#25										
			MISSED:WED/900P-1000P	SEP12	30S	\$4,100.00	(JUL19/12)					
			OFFER:WED/900P-1000P	SEP12	30S	\$4,100.00	PLS ADVISE.					
			CMT:PROGRAM CHG 9/12: 9-10PM AMERICA'S GOT TALENT									
			CMT:PLS ADVISE									

M2	UNRESL	BUY#23										
			MISSED:SUN/930A-1000A	SEP16	30S	\$70.00	(AUG16/12)					
			OFFER:SUN/930A-1000A	SEP16	30S	\$70.00	PLS ADVISE.					
			CMT:PROGRAM CHG: SUN 930AM BOB VILLA									
			CMT:PLS ADVISE									

SEP/12	12605.00											
CONTRACT TOTAL 12605.00												
TOTAL SPOTS 41												

MARKET TOTALS \$306,550 WNCN 10% WRAL 40% WTVB 40% WRDZ 8% WRDC 1% WLFL 1% CABL 0%
 SHARES ESTIMATED
 SVC- NSI BOOKS- NOV/11
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6242018
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
JUL18/12 17.1
*** WNCN-TV ***

ADV # ADV. NAME ISS/HOUSE MAJORITY PAC REP. # OFF. # SALESMAN #
AGY # AGY. NAME WATERFRONT STRATEGIES BUYER NAME RYAN KELLEY

1010 WISCONSIN AVENUE SALES PRSN WA- MICK NESCI (H)
WASHINGTON, DC 20007

ORDER # CONTRACT # 6242018 CLASS: NATL. LOCAL REGIONAL

PRDCT HOUSE MAJORITY PAC EST#1423 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP11/12 SEP24/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE JUL18/12 17.17

REP: NEW ORDER
TTL \$30,655
PLS CNF
THANKS, MICK

ECN
CEN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
HOUSE MAJORITY PAC

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			100P-200P	30		\$230.00	9/11	9/24	2		TU-F,M	4
AGENCY ADVERTISER CODE = 79												
AGENCY PRODUCT CODE = 86												
AGENCY EST# = 1423												
PROGRAM : DAYS OF OUR LIVES												
CON COM1 : DAYS OF OUR LIVES												
2			1000A-1100A	30		\$200.00	9/11	9/24	1		TU-F,M	2
PROGRAM : TODAY SHOW 3												
CON COM1 : TODAY SHOW 3												
3			1100A-1130A	30		\$65.00	9/11	9/24	1		TU-F,M	2
PROGRAM : MY CAROLINA TODAY												
CON COM1 : MY CAROLINA TODAY												

MW
7/18

REP HEADLINE# 6242018
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL18/12 17.1
 *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1135P-1235A PROGRAM : TONIGHT SHOW CON COM1 : TONIGHT SHOW	30		\$175.00	9/11	9/24	2		TU-F,M	4
5			300P-330P PROGRAM : JUDGE JUDY CON COM1 : JUDGE JUDY	30		\$150.00	9/11	9/24	1		TU-F,M	2
6			330P-400P PROGRAM : JUDGE JUDY CON COM1 : JUDGE JUDY	30		\$150.00	9/11	9/24	1		TU-F,M	2
7			400P-500P PROGRAM : ELLEN CON COM1 : ELLEN	30		\$210.00	9/11	9/24	2		TU-F,M	4
8			500P-530P PROGRAM : JUDGE JUDY CON COM1 : JUDGE JUDY	30		\$210.00	9/11	9/24	1		TU-F,M	2
9			530A-600A PROGRAM : NBC 17 TODAY AT 530A CON COM1 : NBC 17 TODAY AT 530A	30		\$100.00	9/11	9/24	4		TU-F,M	8
10			530P-600P PROGRAM : JUDGE JUDY CON COM1 : JUDGE JUDY	30		\$210.00	9/11	9/24	1		TU-F,M	2
11			600P-630P PROGRAM : NBC 17 NEWS AT 6P CON COM1 : NBC 17 NEWS AT 6P	30		\$400.00	9/11	9/17	4		TU-F,M	4
11			600P-630P PROGRAM : JUDGE JUDY CON COM1 : JUDGE JUDY	30		\$400.00	9/18	9/24	4		TU-F,M	4
12			600A-700A PROGRAM : NBC 17 TODAY AT 6A CON COM1 : NBC 17 TODAY AT 6A	30		\$225.00	9/11	9/24	4		TU-F,M	8

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			700P-730P PROGRAM : NBC 17 7P NEWS CON COM1: NBC 17 7P NEWS	30		\$250.00	9/11	9/24	4		TU-F,M	8
14			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$350.00	9/11	9/24	1		TU-F,M	2
15			1100P-1135P PROGRAM : NBC 17 NEWS AT 11 CON COM1: NBC 17 NEWS AT 11	30		\$550.00	9/11	9/24	4		TU-SA,M	8
16			800P-1000P PROGRAM : THE VOICE CON COM1: THE VOICE	30		\$4,095.00	9/17	9/17	1		MON	1
17			600P-630P PROGRAM : NBC 17 NEWS AT 6PM CON COM1: NBC 17 NEWS AT 6PM	30		\$275.00	9/15	9/22	1		SAT	2
18			700P-730P PROGRAM : NBC 17 NEWS AT 7PM CON COM1: NBC 17 NEWS AT 7PM	30		\$175.00	9/15	9/22	1		SAT	2
19			700A-900A PROGRAM : TODAY CON COM1: TODAY	30		\$250.00	9/15	9/22	1		SAT	2
20			600P-630P PROGRAM : NBC 17 NEWS AT 6 CON COM1: NBC 17 NEWS AT 6	30		\$350.00	9/16	9/23	1		SUN	2
21			800A-900A PROGRAM : SUNDAY TODAY CON COM1: SUNDAY TODAY	30		\$250.00	9/23	9/23	1		SUN	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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22			900A-930A	30		\$70.00	9/16	9/23	1		SUN	2
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PROGRAM : TODAY'S HOMEOWNER
 CON COM1 : TODAY'S HOMEOWNER

23			930A-1000A	30		\$70.00	9/16	9/23	1		SUN	2
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PROGRAM : OPEN HOUSE
 CON COM1 : OPEN HOUSE

24			1000P-1100P	30		\$2,500.00	9/18	9/18	1		TUE	1
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PROGRAM : PARENTHOOD
 CON COM1 : PARENTHOOD

25			900P-1000P	30		\$4,100.00	9/12	9/12	1		WED	1
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PROGRAM : ~~STU~~ *ACT*
 CON COM1 : ~~SMU~~

SEP/12 30655.00

CONTRACT TOTAL 30655.00
 TOTAL SPOTS 82

MARKET TOTALS \$306,550 WNCN 10% WRAL 40% WTVB 40% WRAZ 8% WRDC 1% WLFL 1% CABL 0%
 SHARES ESTIMATED
 SVC- NSI BOOKS- NOV/11
 DEMOS- RA35+*